BACK-TO-SCHOOL

30-Year Studies

Writing-Instrument Innovations Hypo Growth; Cost Trends Vary

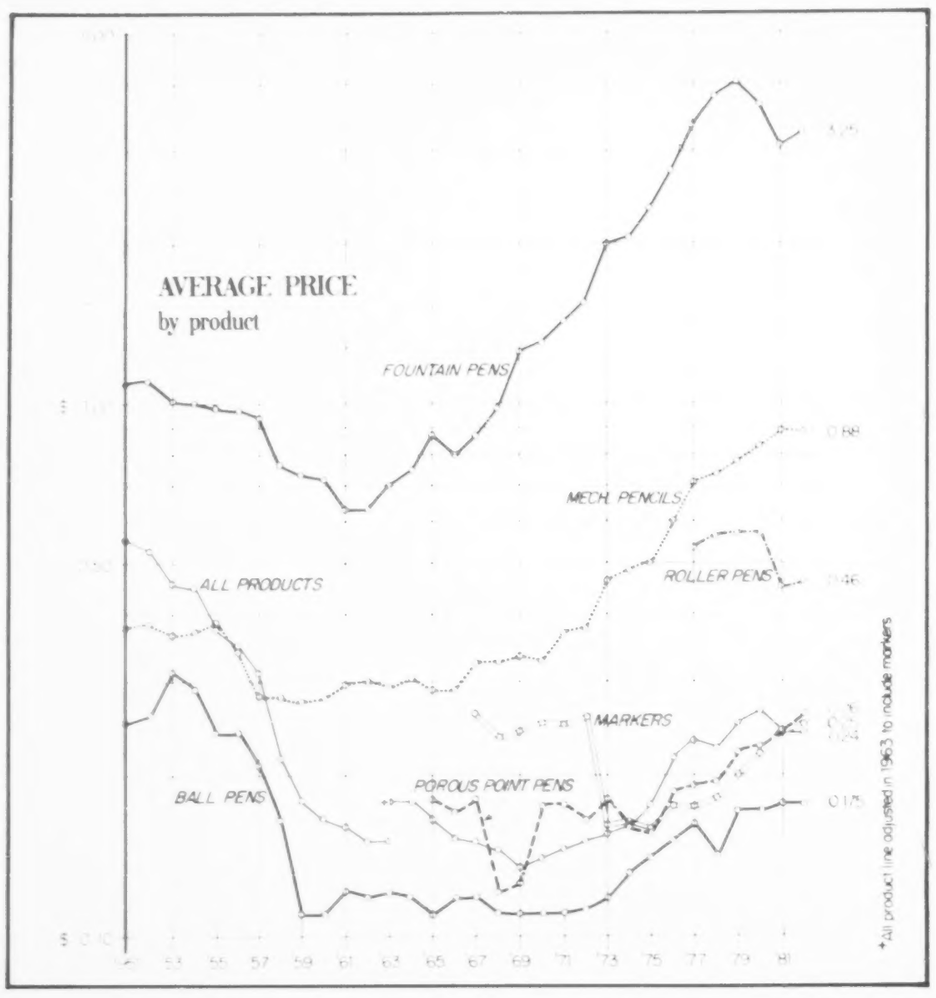
Writing Instruments: Units Shipped by Mfrs. (add 000)

Product	1982	1981	1980	1975	1970	1965	1960	1955
Fountain Pens	9,484	10,850	8,641	7,675	10,152	27,753	48,715	40,817
Ballpoint Pens[a]						1,051,533	761,942	210,708
Refillable	719,610	765,540	791,063	581,920	685,502	—	—	—
Nonrefillable	1,276,000	1,224,000	1,122,600	710,746	700,308	—	—	—
Roller Pens[b]	142,208	147,608	100,620	—	—	—	—	—
Porous-Point Pens[c]					334,492	82,472	—	—
Writing Pens	426,807	470,650	475,930	460,257	—	—	—	—
Colored Pens	135,640	145,230	160,180	105,577	—	—	—	—
Markers[d]	207,320	201,420	206,460	195,665	105,091	75,178	—	—
Mechanical Pencils	77,102	78,306	71,354	56,102	57,800	64,009	60,078	55,804
Desk Sets	2,608	3,521	3,780	2,967	5,587	10,703	4,083	2,283

[a]*Ballpoint pen shipments weren't broken out by type until 1967.*
[b]*Roller pen shipments weren't tracked until 1977.*
[c]*Porous-point pen shipments weren't broken out by type until 1974; items weren't tracked until 1965.*
[d]*Marker shipments were for just thick-line type prior to 1975.*

Source: Writing Instruments Manufacturers Association

Introduction of new types of writing instruments has sparked the growth of the category, as is evident by shipments from manufacturers. Shipment decline in 1982, last available year, reflects impact of recession.



Average manufacturer prices of various writing instruments haven't changed in tandem due to different competitive factors. The average price of all products was adjusted in 1963 to include markers, then a new item. *Source: Writing Instruments Manufacturers Association*

New Pencils And Markers Raise Hopes

Nationwide DSN Report

Discounters are looking to newer items like markers that write in two colors, fluorescent markers and fine-line cartridge mechanical pencils with 0.5 and 0.7mm lead to spark writing instrument sales.

The outlook for such basic, staple items as erasable pens and traditional mechanical pencils, however, is mixed.

The fluorescent markers and markers that write in two colors—a broad silver mark encapsulated by a narrow red outline—scored at a number of discounters last year as impulse checkout items. Offerings from a number of manufacturers have resulted in the product becoming a standard carded item.

A similar situation prevails for the fine-line cartridge mechanical pencil. The new items being merchandised this year include a pencil with a replacement cartridge as a back-to-school promotion.

As for traditional writing instruments, such discounters as Heck's and Fishers Big Wheel are bullish on erasable pens and simple mechanical pencils. Others, like Richway and Danners, are cutting sku's and don't expect any dramatic growth in the category this year form these products.

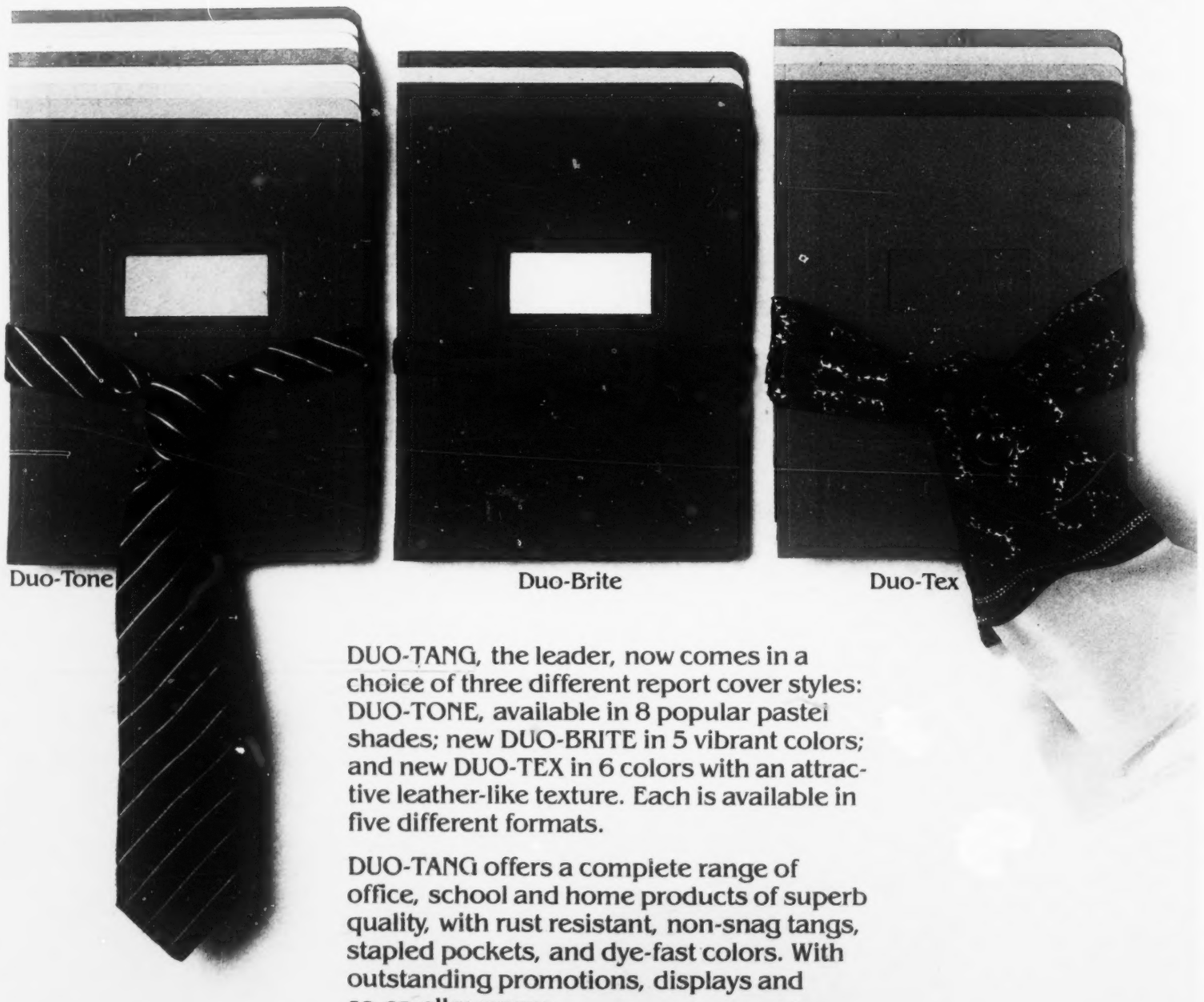
"I'm personally not sure of large growth in the category," said a Richway buyer. "The category is going to grow but not to any great extent." Accordingly, the buyer at the Atlanta-based chain is cutting back its sku's of erasable pens from three to two.

It is also looking to BTS to promote such items as 10-packs, which sell every day for $2.

In contrast, Danners is maintaining its six sku's of erasable pens, which sell every day in 3-packs for 89¢.

Gold Circle is similarly bullish on erasable pens, promoting them on three separate occasions in late August and early September. While this year's promotional prices haven't been set, the pens were advertised last season at three for $1.50.

The latest in REPORTWEAR



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Discount Store News®

THE NEWSPAPER OF DISCOUNT RETAILING

VOL. 23, NO. 7 | Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc. | $2 per copy | APRIL 2, 1984

Photo: N.Y. Post Liotta © 1984

IN BRIEF

• **WAL-MART PRESIDENT JACK SHEWMAKER DID IT AT** one of the stores. Last year, when the stock price hit record highs, vice chairman Dave Glass did it for employees at the company's headquarters. But chairman Sam Walton (above) saved his hula dancing for Wall Street. His exotic performance was also prompted by an employee challenge: What will you do if we do something incredible—like get pretax earnings up to 8% of sales? Which they did in 1983.

• **LECHMERE WILL RECYCLE A FORMER 85,000-SQ.-FT.** K mart in the Woburn Mall in Woburn, Mass., as one of the two new stores it will open this fall. The other will be a new 88,000-sq.-ft. store in Seekonk, Mass.

• **IS ALEXANDER'S, WITH 15 STORES IN THE METRO** New York area, due for a real estate play? The Texas-based Bass group at presstime increased its stock holdings in the chain to 9.5%, reportedly because of its attractive real estate holdings

Profit Gains Outdo Sales Rises As Discounters Report Big '83

Nationwide DSN Report

Like the song goes, it was a very good year for most major discounters, catalog showrooms and conventional department store chains that have discount arms.

Fourteen such retailers that have reported their 1983 results chalked up income gains ranging from 18.7% for Dayton Hudson to 89.6% for K mart. (Lionel, the 15th chain tracked by *DSN* that reported fiscal results, was operating in Chapter 11.)

These impressive earnings came on much smaller sales gains that still ran a healthy gamut: from 8.7% for Pay Less Northwest to 38.2% for Wal-Mart.

Retail stocks slide. P. 2.

Key to the strong bottom-line showing was a small but significant boost in gross margins for most companies; a similar improvement in controlling costs so that S.G. & A. as a percentage of sales declined in many instances, and sharply lower interest expenses as chains borrowed less for merchandise and slowed down their expansion in the face of the weak economy.

Sales figures were reported for 21 retail operations: the 13 retail firms; seven discount store and apparel specialty store chains operated by five of the retail firms, and Lionel.

Wal-Mart's leader-of-the-pack 38.2% sales gain was

(Continued on page 4)

K mart's 89.6% Tops Income Hikes

Company	Sales (add 000) 1982	1983	% Change	Net Earnings (add 000) 1982	(as % of sales)	1983	(as % of sales)	% Change (of dollar earnings)
Associated Dry Goods	$ 3,188,858	$ 3,717,827	16.6%	$ 78,414	2.5%	$115,520	3.1%	47.3%
Caldor; Loehmann's	925,000	1,288,000	39.3	N.A.		N.A.		
Dayton Hudson	5,660,729	6,963,255	23.0	206,716	3.7	245,457	3.5	18.7
Target	2,412,400	3,118,400	29.3	N.A.		N.A.		18.0
Mervyn's	1,335,800	1,688,900	26.4					
Federated Dept. Stores	7,698,900	8,689,600	12.9	142,400	1.8	172,700	2.0	21.3
Gold Circle; Richway	N.A.	N.A.		N.A.		N.A.		
Heck's[a]	399,283	435,056	9.0	5,831	1.5	9,554	2.4	63.8
K mart[b]	16,772,200	18,597,900	10.9	256,900	1.5	487,200	2.6	89.6
May Co.	3,653,900	4,211,800	15.3	141,700	3.9	187,000	4.4	33.1
Venture	680,300	794,000	16.7	N.A.		N.A.		
Pay Less Northwest	784,704	852,937	8.7	19,375	2.5	24,721	2.9	27.6
Roses	661,903	829,286	25.3	11,559	1.7	21,886	2.6	89.3
Stop & Shop	2,341,874	2,790,799	19.2	34,823	1.5	50,801	1.8	45.9
Bradlees	871,636	1,182,815	37.2	50,454	5.8	80,460	6.8	59.4
Wal Mart	3,376,252	4,666,909	38.2	124,140	3.7	196,244	4.2	58.1
Zayre Corp.	2,139,616	2,613,667	22.2	35,176	1.6	61,426	2.4	74.6
Zayre[d]	1,615,999	1,902,146	17.7	55,059	3.4	90,847	4.8	65.0
Hit or Miss/T. J. Maxx[e]	523,617	711,521	35.9	46,945	9.0	54,768	7.7	16.7
Service Merchandise	1,195,283	1,458,098	22.0	31,569	2.6	44,869	3.1	42.0
H. J. Wilson	458,178	514,408	12.3	5,596	1.2	8,754	1.7	56.4
Lionel[f]	296,062	295,758	(0.1)	(51,129)		(6,855)		

[a]Heck's 1982 earnings don't include one-time gain from sale of some specialty operations. [b]K mart's income is from retail operations. Equity in income of insurance operations boosted earnings in 1982 to $261.8 million and in 1983 to $492.3 million. [c]Bradlees' earnings are operational income. [d]Zayre earnings are operational income. [e]Hit or Miss T. J. Maxx earnings are operational income. [f]Lionel is in Chapter 11. Losses are after provisions for store closings, bankruptcy administrative costs and other expenses. N.A. = Not available

Source: DSN research

Discounter Of the Year Voting Opens

NEW YORK—Voting for the Discounter of the Year is now open.

Discount Store News readers are invited to cast their vote for one of the four dis-

See ballot, p. 4

counters nominated by the *DSN* staff for leading their companies to an outstanding performance in the last year.

This year's nominees for the annual award are Bernard M. Fauber, chairman of K mart; Herbert Gilman, chairman of Ames; Arlie Lazarus, president of Jamesway and Malcolm L. Sherman, president of Zayre.

(Continued on page 4)

CD Tests Catalog Order Desks In Eight Canadian Post Offices

By ARTHUR MARKOWITZ

TORONTO—Consumers Distributing (Canada) has teamed up with the Canadian post office to test catalog merchandising in new, untapped markets.

The retailer, parent of CD (United States), is testing a catalog order desk in eight Canadian post offices as a means of extending its merchandising to new areas, including its "last frontier": small communities that can't support a full showroom.

The test effort is called Consumer Post, a combination of the cataloger's logo and Canada Post, the name of that nation's postal system.

Canada Post is interested in the effort as a potential new source of revenues, which would come from commissions on the sale of merchandise, to help reduce its deficits.

While CD wouldn't disclose the commission, an executive said it would be higher than the 1% to 2% charged by bank cards.

He said selling merchandise through Canada Post could generate up to $500 million (Canadian) in sales and that the commissions would make that Government agency "one of the most profitable retailers in Canada." The traffic count for the entire Canadian postal system is 250 million customer visits a year, although Canada's population is only 25 million.

CD has devised a simple but sophisticated system for selling goods through the Canada Post outlets. The cataloger has placed a catalog order desk, which is also used in its showrooms, in each of the eight post offices. Customers fill out an order form and pay for the goods at the post office and then return two days later to pick up the merchandise.

The post office telexes a copy of the customer order to one CD warehouse that has been dedicated to handle merchandise for the test.

Besides placing a catalog order desk, which takes up about 10 sq. ft., in the eight post offices, CD has distributed its spring mini-book and a direct-mail promotional piece to consumers in markets surrounding the outlets and plans to run newspaper and radio ads promoting the test.

(Continued on page 78)

Digest

April 2, 1984

ANNUAL PRODUCT MOVEMENT AUDIT

• **DSN's 10th annual PMA, in** addition to pinpointing the top hard-line movers of 1983, gives distributors' views on trends for '84:

Automotive: pp. 55-56
Consumer Electronics: p. 68
Hardware: pp. 35-38
H&BA: pp. 65-67
Housewares: pp.57-60
Sporting Goods: p. 74
Stationery: pp.31-32
Toys: p. 69

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Photo 27

My selection for Discounter of the Year is:

Herbert Gilman, chairman of Ames, has led his company to achieving an almost unparalleled performance record in recent years—including a 60% increase in net earnings in 1983—as Ames, via aggressive acquisition moves, became an East Coast retailing powerhouse.

☐

Bernard M. Fauber, K mart chairman, has directed his company's ambitious diversification and expansion plans that will see the industry's leading chain move into warehouse home center retailing and become a factor in the financial services and restaurant fields, before the year is out.

☐

Malcolm L. Sherman, president of Zayre's nearly 300-unit discount store division, has overseen Zayre's development into an innovative, apparel-oriented multiregional chain whose operating earnings growth last year hit a staggering 65%.

☐

Arlie Lazarus, president of the 79-unit Jamesway chain, headquartered in Secaucus, N.J., has overseen that chain's steadily impressive growth which saw earnings advance 156% through the first nine months of 1983.

☐

Check only one box, based on the nominee's contribution to discounting in 1983, and return to Editor, *Discount Store News*, 425 Park Avenue, New York, N.Y. 10022, on or before April 30.

Balloting

(Continued from page 1)

In 1983, the award was won by Harold Frank, chairman of Bradlees.

The winner will be honored at *DSN*'s annual SPARC (Supplier Performance Award by Retail Category) banquet at the Hyatt Regency hotel in Chicago on Aug. 12.

Also feted during that dinner—which was created to honor the leading suppliers in 18 retail categories—will be the discounter named to the Discounting Hall of Fame.

This year, *DSN*'s nominees for this prestigious award are Sol Price, founder of the Price Club and the now-defunct Fed-Mart chain; John Geisse, the driving force behind the Target and Venture chains, and founder of The Wholesale Club, Harold Frank, chairman of Bradlees, and Lucius Harvin Jr., former chairman of Roses Stores.

Hall of Famers are elected by a vote of the chief executive officers and presidents of the country's discount chains.

Big '83

(Continued from page 1)

closely followed by volume increases at such other discounters as Bradlees, 37.2%, and Target, 29.3%, while the Caldor/Loehmann's discount division of Associated Dry Goods had a 39.3% jump, and the Hit or Miss/T. J. Maxx specialty apparel operations at Zayre were up 35.9%.

Gross margin and S.G. & A. figures as a percentage of sales were available only for parent companies and discounters and catalogers that didn't have significant other retail businesses.

These results showed the better retailing performance turned in by the discounters and catalogers along with the conventional department store companies.

K mart, for example, was able to boost gross margin a full percentage point to 27.7% while reducing S.G. & A. by eight-tenths of a percentage point to 23.1%. Service Merchandise added a half percentage point to its gross margin to reach 23.3% although S.G. & A. also went up a half percentage point to 15.2%, a figure that was still among the lowest of any major retailer.

Gross margins were unchanged for Heck's, 24.8%, and H. J. Wilson, 31%, but each reduced S.G. & A., the former by four-tenths of a percentage point to 20.2% and the latter by a half percentage point to 25.1%.

Zayre Corp.'s gross margin dropped four-tenths of a percentage point to 24%, but S.G. & A. was cut by a full 1.3 percentage points to 18.6%.

The improved operations and stronger bottom line of most of the 13 companies resulted in earnings as a percentage of sales rising significantly.

May, parent of Venture, went from 3.9% to 4.4%, followed by Wal-Mart, which went from 3.7% to 4.2%. Other retailers in a similar class were Dayton Hudson, 3.5%, and Associated Dry Goods and Service Merchandise, each 3.1%.

K mart showed the biggest improvement, going from 1.5% to 2.6%, followed by Roses, which went from 1.7% to 2.6%, and Heck's, up from 1.5% to 2.4%.

The discount divisions of parent companies reported only operating income. Here, Bradlees led the way with an increase from 5.8% to 6.8%, while Zayre discount stores went from 3.4% to 4.8%.

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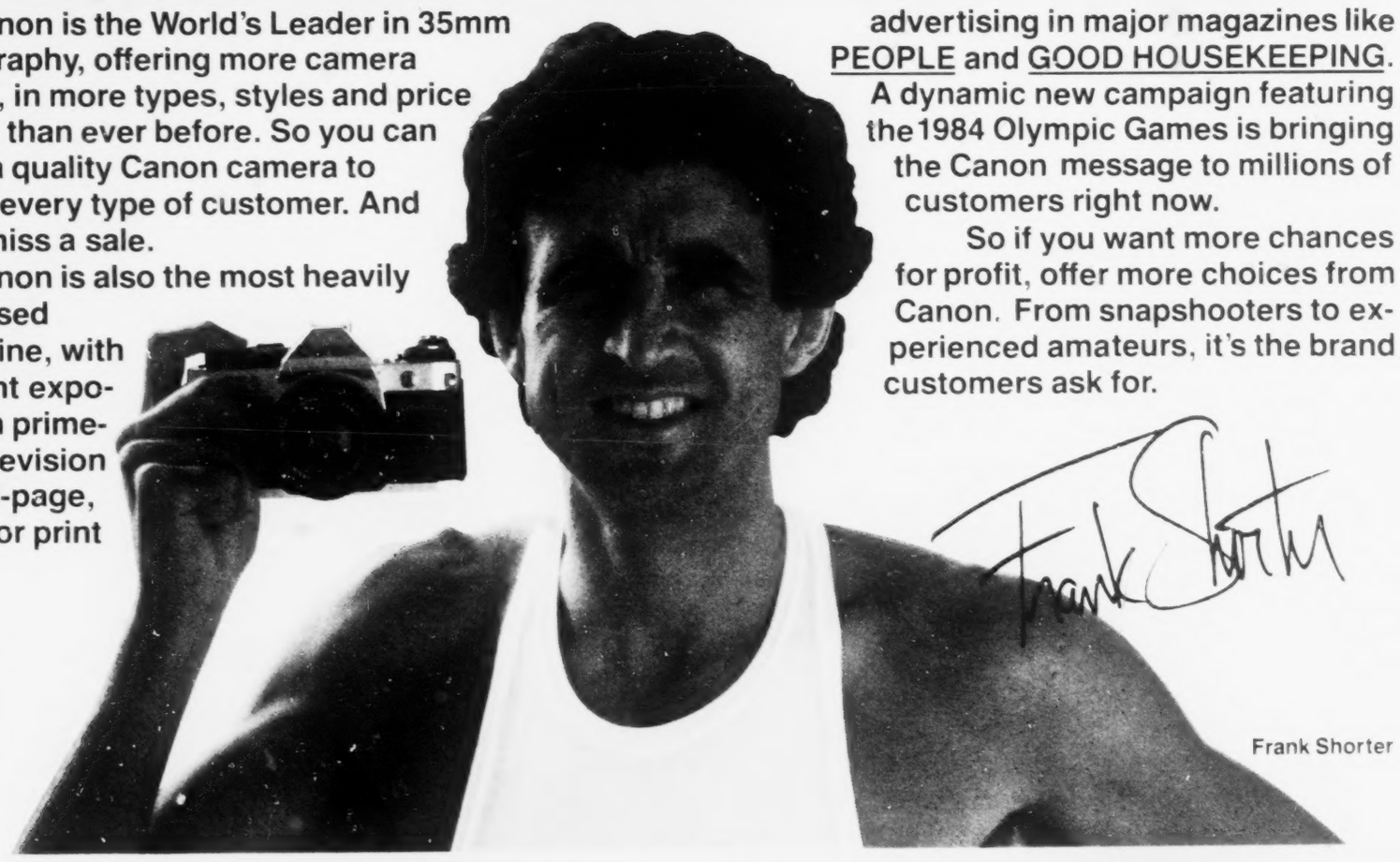

Frank Shorter

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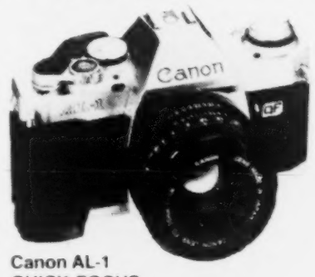

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Federated Elevates Norman Matthews

CINCINNATI—Norman S. Matthews has been named vice chairman of Federated Department Stores. He has also been named to the company's board of directors.

Matthews, who has served as Federated's executive vice president since November 1982, will continue to oversee the company's discount and off-price operations—Gold Circle, Richway, Filene's Basement, the Children's Place and Mainstreet—as well as Ralphs supermarkets.

He joins Donald J. Stone and Will M. Storey as vice chairman at Federated. The exec vp post will remain vacant.

Between 1978 and 1982, Matthews served as chairman and chief executive officer at Gold Circle. Previously, he was senior vp and gmm at Korvettes. Between 1971 and 1973, Matthews was vp of marketing and corporate development at Broyhill Furniture Industries, Lenoir, N.C.

10th Annual

PMA

Product Movement Audit

Best-sellers: Past and Future

Nationwide DSN Report

Fitness and exercise equipment will be the driving force in sporting goods during 1984; educational software and computer peripherals will capture more space in discounters' consumer electronics departments, and microwave cookware and accessories will heat up in housewares, according to the trends forecast by distributors with a large discount clientele.

Those are three of the eight major hard lines areas covered by the 10th annual Product Movement Audit for 1983.

The listing offers a detailed glimpse at distributors' leading volume-producing merchandise last year, broken down by department and product category.

But, more than a discounter's version of a best seller list, the PMAs offer insight into the hows and whys of the markets and marketplace.

The distributors supplying the data also provide their analyses of where the segments have been and where they are going in 1984, through their detailed, category-specific commentaries on buying patterns and product innovations.

Both the raw data and the accompanying interpretations should offer discounters a yardstick by which to compare their own 1983 results against those of distributors supplying discount chains throughout wide geographic areas.

The following pages, perhaps more importantly, contain the opportunity for more input in the buying prophesies for 1984.

Trends may include, for example, the continued thrust of new products driving the health and beauty aids market, notably in shampoo and styling mousse; the extended space to be given over to office supplies and fashion stationery, or the invasion of robotics in the toy department.

Shown on this page is a quick-reference to the top movers by their individual departments, based on orders for the distributors cited in each section.

Top Sellers:

CE

Amdek Monitor: 1,524 units/$454,329
Bulk 5¼-in. Disks: 69,213 units/$103,-820
Amdek MAI Board: 130 units/$70,187

Auto

Armor All Protector: 280,059 units/$798,168
Floor Jack: 14,232 units/$792,153
Gumout Spray: 299,498 units/$667,880

Sporting Goods

Remington Shotgun: 1,653 units/$661,183
Marlin Rifle: 2,350 units/$509,927
H & R Shotgun: 7,640 units/$458,324

Stationery

Filler paper wide 200 ct: 381,600 units/$370,152
Filler paper narrow 200 ct: 245,616 units/$238,248
Spiral notebook 70 ct: 425,916 units/$137,833

Toys

Kenner Jedi figs: 297,200 units/$799,-468
Mattel Masters of Universe figs: 146,-000 units/$626,340
Selchow Trivial Pursuit: 17,500 units/$437,325

H&BA

Listerine 32 oz.: 162,798 units/$420,-090
Aqua Fresh Toothpaste 6.4 oz.: 275,-004 units/$349,188
Tampax Super 40's: 135,072 units/$348,083

PMA figures are based on orders placed by retailers with distributors that have many discounter customers.

STATIONERY

10th Annual PMA

PRODUCT MOVEMENT AUDIT

15%-20% Rise Likely in Cost Of Filler Paper

By M. Raymond Prendergast
President,
Boston Distributors

Higher prices for filler paper and theme books, trade-up in the school stationery area, a greater merchandising of fashion — licensed characters, colors and designs — in a number of classifications and continued growth in the office supplies section are the major trends to watch for in stationery this year.

Price increases for basic school paper products, along with the move to traded-up items are first coming on-stream this year; the fashion focus was evident last year and impacted a number of areas tracked on the Stationery Product Movement Audit for 1983.

Price hikes likely to be put through by manufacturers of filler paper and theme books this year will result in costs going up 15% to 20%. Two factors are behind the increases: the marginal profitability of major paper manufacturers last year resulted in producers raising prices in an effort to make more money; additionally, manufacturer costs have gone up due to higher prices for all wood products triggered by the boom in home construction and the increased demand for lumber.

Despite the anticipated higher prices, filler paper and theme books are again expected to be the key items featured in back-to-school promotions this year.

Filler paper was the leading item in total dollar movement of any product in the PMA due to the traditionally extensive use of this merchandise in BTS promotions. This reflects both the basic nature of filler paper and the footballing of this merchandise made possible by the drastic decline in filler paper prices last year which were probably 15% below 1982 levels. (Filler paper prices, in fact, had declined for about five years in a row.)

The outlook for higher filler paper prices this year will see discounters and other retailers step up their use of theme books as an alternative major BTS promotional item. Footballing of theme books isn't as sharp as for filler paper, and the price hikes for theme books still leave discounters more leeway for margins than do the increases for filler paper.

The increased merchandising of theme books was evident in last year's PMA. A 70-count spiral theme book was the top item in unit movement, and

(Continued on page 32)

Stationery & Notes

$ Rank 1983	$ Rank 1982	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Envelope 6¾" 100 Ct	235,680	0.69	102,323
2	2	Envelope Legal 50 Ct	207,788	0.69	90,440
3	5	Envelope Security 80 Ct	22,368	0.89	13,063
4	7	Envelope Security 40 Ct	21,552	0.89	12,571
5	6	Tablet Ruled 100 Ct	23,952	0.89	12,443
6	9	Tablet Plain 100 Ct	16,788	0.89	8,782
7	59	Writing Tablet ½ lb	16,614	0.89	8,442
8	48	Garfield Tablet	10,356	0.99	5,440
9	13	Envelope Press Seal 40 Ct 6¾"	9,672	0.89	5,217
10	16	Tablet Ruled 60 Ct 5 x 8	11,436	0.68	4,346
11	14	Notes—Dec Assorted	5,544	1.19	3,989
12	—	Boxed—Design Color Stationery	3,384	1.69	3,891
13	12	Palette Letters Tablet	5,232	1.19	3,666
14	—	Montag Box Stationery Assrtd #88424	2,280	2.48	3,656
15	—	Montag Box Stationery Assrtd #88430	2,304	1.97	3,165

Typing Supplies

$ Rank 1983	$ Rank 1982	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Typing Paper 200 Ct	78,444	1.49	78,492
2	3	Liquid Correct Fluid White	21,984	0.97	14,023
3	7	Eaton Type Paper Corrasable 16 lb	8,004	2.47	11,561
4	—	Mead Add Calculator Rolls	11,472	1.19	9,107
5	2	Erasable Typing Tablet 40 Ct	15,672	0.99	8,984
6	9	Type Tablet Corrasable	7,584	1.88	7,584
7	5	Typing Tablet 40 Ct	14,580	0.88	6,799
8	10	Carter Expert Correction Tape	8,892	1.19	6,356
9	—	Carter Universal Type Ribbon	4,200	1.68	4,203
10	14	Twin Spool Type Ribbon	2,748	2.19	3,630
11	33	Single Spool IBM Type Ribbon #28	5,004	1.19	3,367
12	12	Mead Carbon Paper Poly Wrap	6,168	0.49	3,051
13	16	Onion Skin Paper 30 Ct	4,512	1.19	2,827
14	19	Twin Spool Type Ribbon #04	1,980	2.19	2,613
15	22	Twin Spool Type Ribbon #02	1,458	2.19	1,926

Tape & Adhesives

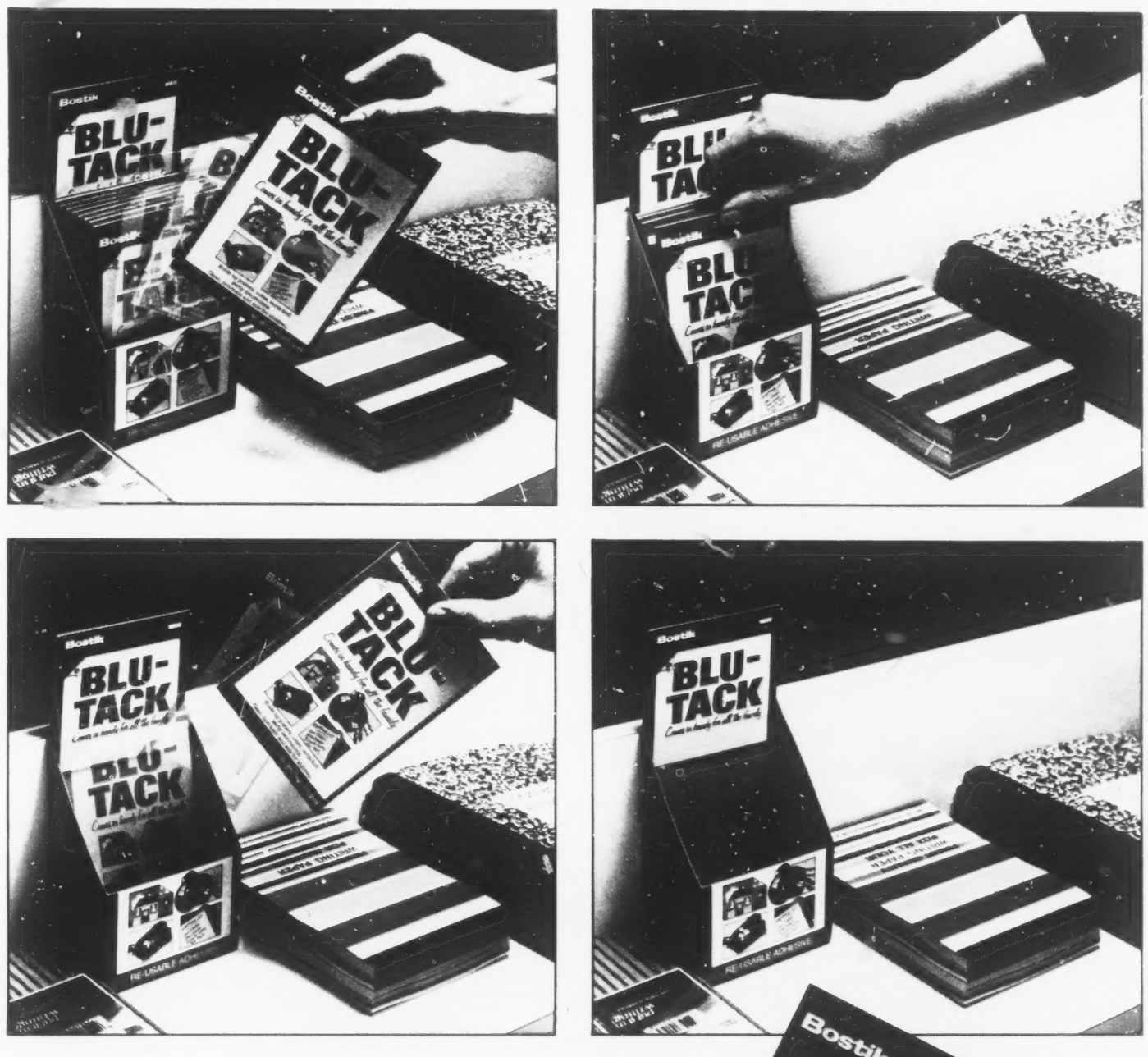
$ Rank 1983	$ Rank 1982	Item	Unit Movement	Average $ Retail	Total $ Movement
1	12	3M 104/105 Tape Display	202,608	0.69	79,049
2	2	Borden Elmers School Glue 4 oz.	80,508	0.59	30,134
3	5	Scotch Utility Tape ½ x 800"	94,608	0.49	27,619
4	1	Borden Elmers School Glue 1¼ oz.	65,472	0.39	16,280
5	8	PK Seal Tape 1½ x 100"	8,352	2.78	15,739
6	24	LePage Transparent Tape ½ x 500"	73,320	0.39	15,421
7	3	Scotch magic Tape ½ x 450"	37,872	0.78	15,250
8	—	3M Sealing Tape	12,960	1.83	15,047
9	7	White Paste 5 oz.	41,820	0.49	12,939
10	10	Scotch Transparent Tape ½ x 110"	20,712	0.88	12,225
11	6	Scotch Magic Tape ¾ x 300"	27,648	0.69	27,648
12	13	Scotch Magic Tape ½ x 800"	16,032	1.19	11,371
13	—	Magic Refill ¾ x 850"	12,432	1.49	11,184
14	—	3M Strap Tape & Dispenser 1100"	8,784	1.88	11,166
15	—	Ross School Glue 4 oz.	40,464	0.49	10,932

School Paper & Notebooks

$ Rank 1983	$ Rank 1982	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Filler paper Wide 200 Ct	381,600	0.97	370,152
2	2	Filler Paper Narrow 200 Ct	245,616	0.97	238,248
3	3	Spiral Notebook Wide 70 Ct	425, 916	0.59	137,833
4	4	Theme 5 Subject Wide 200 Ct	96,480	1.49	89,573
5	7	Trapper Keeper Binder	24,482	4.99	77,179
6	5	Theme 3 Subject Wide 120 Ct	108,192	0.99	65,753
7	6	Mead Varsity Notebook 100 Ct	60,960	1.19	43,712
8	10	Data Center Binder	11,607	4.99	36,680
9	11	EL Report Cover 3 Hole 2 Pocket	157,400	0.39	32,673
10	21	Trapper Portfolio 2 Pocket	117,168	0.39	26,031
11	24	ESS 1½ Canvas w/Clip	15,366	2.56	22,044
12	13	Organizer Board	6,824	4.99	21,230
13	33	Theme 3 Subject College 120 Ct	20,280	1.78	19,827
14	32	Theme 9½ x 6 College 150 Ct	21,936	1.58	19,768
15	—	Spiral Notebook Wide 40 Ct	75,036	0.39	18,933

(Continued on page 32)

BLU-TACK REUSABLE ADHESIVE. THE STATIONERY OBJECT THAT MOVES.



Blu-Tack is the easy to use alternative to tacks, tapes, pins and staples. It'll hold up posters, notes, decorations, snapshots, practically anything without damaging walls, like tacks or pins can.

And soft Blu-Tack will get hold of your customers like no other adhesive. Because it's fun to use. It can be removed, rolled up and used again and again, making it economical, too. Non-toxic and safe for kids, Blu-Tack has hundreds of other uses at home, in the schoolroom or at the office. It's a unique way to complete the stationery lines you already carry. And with the support of our TV and print advertising, it will be the unique item your customers look for.

Call your local Bostik Consumer Division Representative for details about Blu-Tack reusable adhesive. Then tack it on your stationery lines and watch it move.

Bostik
CONSUMER DIVISION
Reading, PA 19605 EMHART